

Wine Australia providing insights on Australian Wine

Regional snapshot 2019 - King Valley

State **Victoria**

Published **July 2020**

Plantings

Source: National Vineyard Scan 2019 and ABS

	King Valley	All regions
Total vineyard area (hectares)	1,483	146,244
Percentage red varieties	47%	64%
Percentage of national vineyards	1%	
Percentage of Victoria vineyards	7%	

Crush

Source: National Vintage Survey 2019

	King Valley	All regions
Estimated tonnes crushed in 2019	14,851	1,725,758
Average yield (tonnes/ha)	10.0	11.8
Change in crush from 2018	-14%	3%

Top five varieties in King Valley in 2019

	Share of tonnes	Av price/tonne
Prosecco	30%	\$1,042
Pinot Gris/Grigio	14%	\$1,166
Chardonnay	11%	\$947
Merlot	9%	\$694
Pinot Noir	9%	\$1,377

Exports

Source: Wine Australia Wine Export Approval System YE December 2019

Exports by GI content

	King Valley	All exports
Export volume by GI content ('000 litres)	1,190	743,464
Percentage of total exports	0.2%	100%
Percentage of crush exported (estimate)	11%	62%

Label claim exports (bottled only)

	King Valley and King Valley blends	Change in 2019
Export volume by GI label claim ('000 litres)	505	44% ↑
Export value by GI label claim (\$A '000)	3,832	48% ↑
Average value per litre	\$7.58	3% →

Share of bottled export volume by destination market

	King Valley and King Valley blends	All bottled wine exports
New Zealand	47%	4%
China, Pr	24%	33%
Russia	4%	0%
Sweden	3%	1%
Netherlands	3%	3%
Others	18%	58%

Share of bottled export volume by price point

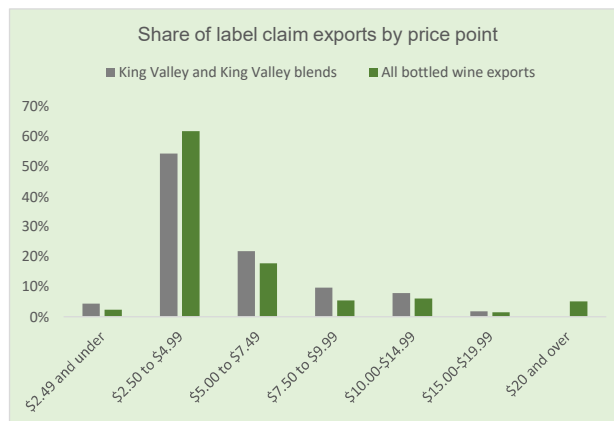
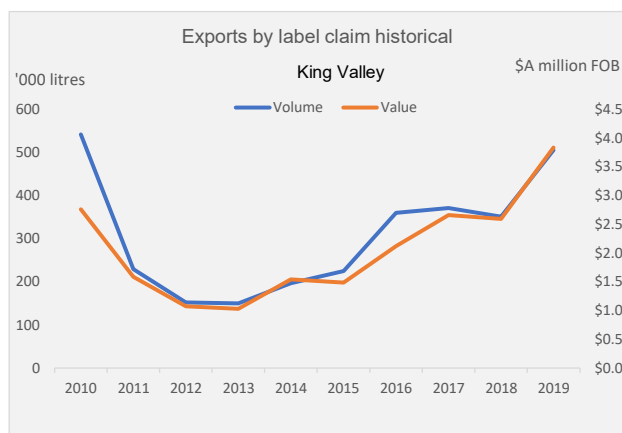
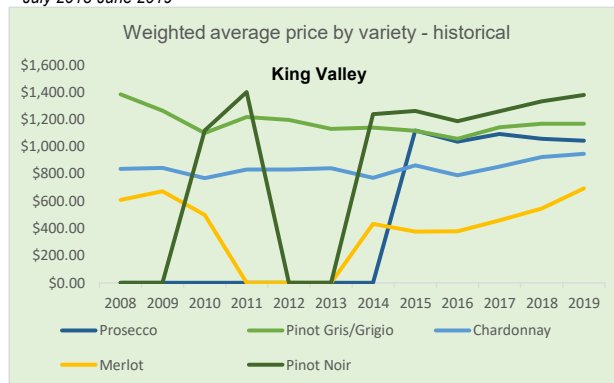
	King Valley and King Valley blends	All bottled wine exports
\$2.49 and under	4%	2%
\$2.50 to \$4.99	54%	62%
\$5.00 to \$7.49	22%	18%
\$7.50 to \$9.99	10%	5%
\$10.00-\$14.99	8%	6%
\$15.00-\$19.99	2%	1%
\$20 and over	0%	5%

Climate data

Source: Bureau of Meteorology (2019)

King Valley					
Size (km ²)	2 000	Elevation (m)	214	Latitude	36° 71'
Time period	Mean Jan temp (MJT)	Annual* rainfall	Oct-April GSR	GDD	
1961-1990 average	20.5 °C	1017 mm	449 mm	1518	
1991-2018 average	21.6 °C	975 mm	462 mm	1599	
2018-19 season*	25.2 °C	793 mm	358 mm	1896	

*July 2018-June 2019



Notes

Meteorological data is taken from the national climate databank of the Bureau of Meteorology: the Australian Data Archive for Meteorology (ADAM).

Climate indices have been calculated across the whole GI region by the Antarctic Climate Ecosystem CRC as part of a research project co-funded by Wine Australia.

Growing season rainfall (GSR) and growing degree days (GDD) are both calculated from October to April across the whole GI region. GSR and GDD for individual vineyards will vary from this value.

Latitude data is the centroid of each GI region. Altitude/elevation data is the highest and lowest point in the region - regardless of whether there is a vineyard at that location.

Area data comes from the National Vineyard Scan 2019 conducted by GAIA on behalf of Wine Australia. Variety share from ABS vineyard survey 2015.

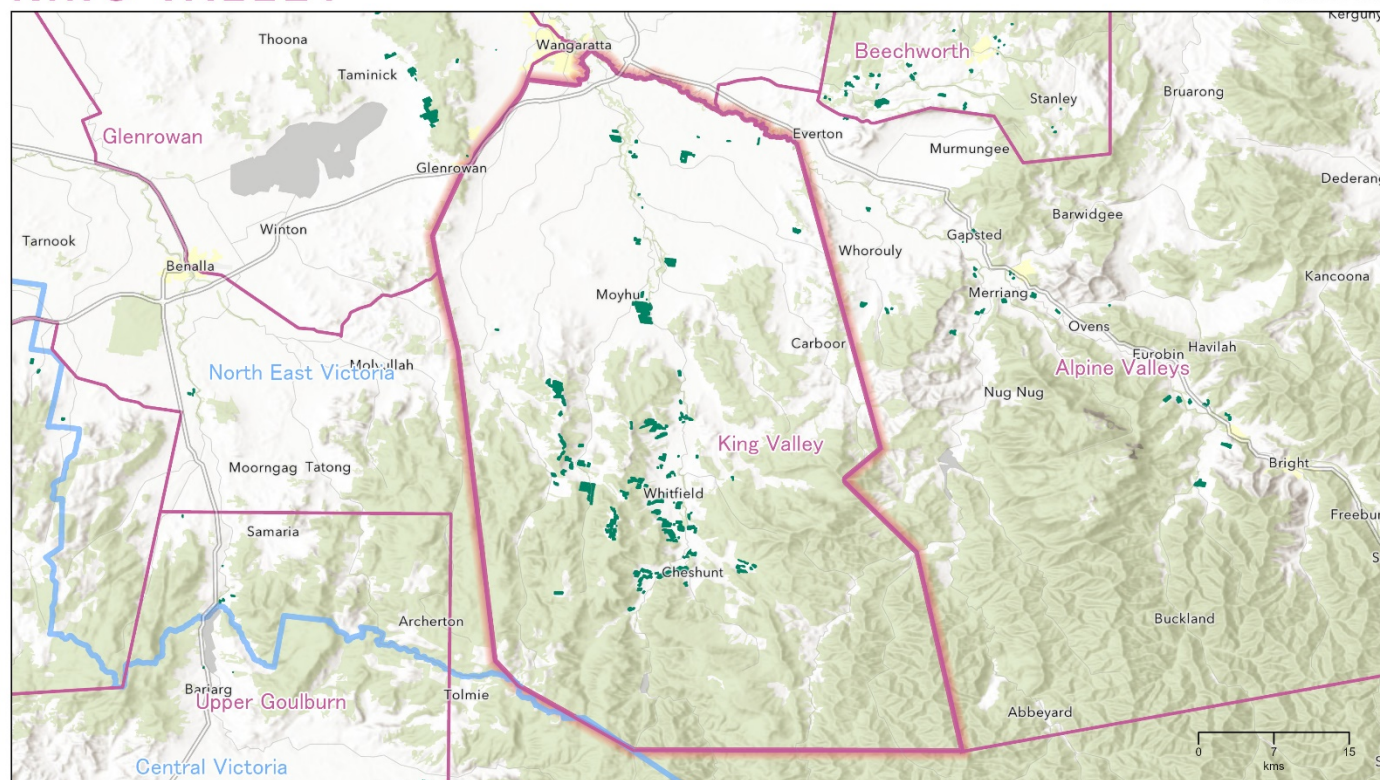
Estimated crush figures are higher than the figures reported in the survey as the estimated figure is raised to allow for the non-response rate.

Exports by GI content includes all wine that has been identified by the exporter as coming from the GI, but not necessarily claimed on the label.

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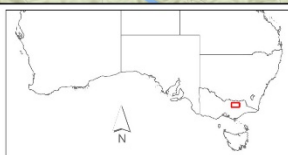
KING VALLEY

Victoria



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 Map produced by Triviale Solutions Pty Ltd, June 2020



GI Regions
 GI Zones
 Vineyards (GAIA 2019)



This map provides a visual representation of the Geographical Indications (GI) boundary defined in the Initial Description of the GI. This boundary description is the legal definition of the GI and in case of any discrepancy or ambiguity, the Initial Description prevails.

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About Wine Australia: Wine Australia supports a competitive wine sector by investing in research, development and adoption (RDA), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package (ERWSP).

Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RDA investments and funds the ERWSP.

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